

# Fayetteville Cumberland County Economic Development Corporation

Job Description: Director of Communications

Salary Range \$45,000 - \$65,000 DOQ

The Fayetteville Cumberland Economic Development Corporation (FCEDC) is seeking an outgoing and dynamic professional to be an advocate for our community and serve as the Director of Communications. This position will join our established team and lead the development and deployment of our communications, events, and PR efforts at the local, state, national and international levels. FCEDC celebrates an inclusive environment and believes diverse backgrounds contribute to successful collaboration and innovation.

## THE IDEAL CANDIDATE WILL:

- Possess a Master's Degree in English, Journalism, or Communications, or Bachelor's Degree in an aforementioned field with 2+ years of experience in a professional writing role (press releases, news articles, blog posts, and white papers)
- Thrive from forming relationships with community leaders and media contacts
- Have experience leading public relations initiatives
- Be research-driven to ensure content is accurate and easy to understand
- Understand the different voices of economic development-related target audiences
- Possess excellent written/storytelling capabilities and verbal communication skills
- Preferred background in writing for economic development and business development fields

## PRIMARY RESPONSIBILITIES INCLUDE:

- Developing written content to effectively convey FCEDC and Fayetteville, Cumberland County as an advantageous business location with an outstanding quality of life and workforce
- Deploying scheduled communications with various target audiences and media contacts
- Partnering with Director of Marketing as primary copywriter and editor in development of FCEDC's promotional materials
- Responding to inquiries and developing media relations and contacts
- Manage coordination of annual events and conferences

## SUPERVISORY RESPONSIBILITIES

This position works as part of a collaborative team but currently has no direct reports.

## COMPETENCIES

MS Office applications, strong written and verbal communication skills, attendance in occasional morning and evening meetings, occasional travel may be required

Applications may be sent to [info@fayedc.com](mailto:info@fayedc.com) and should include a letter of interest, resume, and relevant work samples. **Position will remain open until filled.**

FCEDC is an equal opportunity employer and considers applicants without regard to race, religion, sex, national origin, age, marital or veteran status, the presence of a non-job-related medical condition or handicap, or any other legally protected status.